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*Tronson Investment  
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August 19, 2002

TO: Karen Kalfayan  
Office of the City Clerk

FROM: Kerry Morrison  
Executive Director  
Hollywood Entertainment District POA

SUBJECT: First and Second Quarter  
January 1, 2002 through June 30, 2002

As is required in our Agreement with the City of Los Angeles, I am submitting our First and Second Quarter Report to summarize key activities of the Hollywood Entertainment District.

#### I. Operational Issues

- A subcommittee worked with HEDPOA counsel, Sheppard, Mullin, Richter and Hampton LLC to revise the Association's bylaws. Redlined copies of the bylaws were submitted to the Board for their review at the February 21, 2002 board meeting. Comments were due to the subcommittee by March 1. A final draft was mailed to the Board prior to the March Board meeting. The bylaws were approved on March 21, 2002. As a result of the bylaws change, the non voting Advisory members were eliminated and the president appointed the members of the Streetscape and Security Committees, two committees that actually take policy action.
- A new contract with the city of Los Angeles was negotiated. A team of other BID's in the L.A. area participated as a negotiating committee to work on provisions that would be mutually agreeable to all parties.
- The Board approved, at the January meeting, a detailed budget for the 2002 calendar year. The budget was subsequently trimmed by about \$90,000 at the June meeting because assessment delinquencies to date exceeded original projections.
- Pietra DuBuclet, representing Meringoff Equities, resigned her seat on the Board in February. The seat was filled in June, when Rick Beltz, of

M+S Management, was elected to fill the remainder of that term (expiring November, 2004).

- The 2001 Annual Report for the HED was presented to the L.A. City Clerk's office prior to the March 31, 2002 deadline. The report featured a five-year chronology of BID activities and accomplishments/highlights of Hollywood's revitalization, in addition to required financial information.
- Six Board members attended the annual planning retreat of the Hollywood Chamber of Commerce held in Ventura April 5 - 6.

## **II Security**

- The Security Committee coordinated a competitive bidding process to seek proposals from security companies for a two-year contract, that will end December 31, 2003. Proposals were due to the HED office on March 14, 2002. Interviews were conducted with three finalists on April 8, 2002. As a result of the interviews, the subcommittee recommended Burke Executive Security to the full Board at their April meeting.
- For one week prior to the Academy Awards, the Board authorized a suspension of the security patrol, owing to the intensified police presence in Hollywood. This saved the BID approximately \$19,000 in security costs.
- The Board authorized a letter in support of AB 2211 (Horton), a bill, promoted by City Attorney Rocky Delgadillo, which would allow a judge to consider 'community impact statements' during the sentencing phase of certain types of crimes (e.g., graffiti, drug dealing, loitering, prostitution).
- The Board approved, in June, an increase in security deployment during the summer period extending from June 24, 2002 through September 2, 2002.

## **III Streetscape Issues**

- A new contract with California Street Maintenance, through December 31, 2003, was negotiated and approved at the February 21, 2002 Board meeting. The services will be paid through a combination of the HED assessment budget (\$616,420), and special maintenance projects through the Phase I and Phase II Special Projects Funds (\$42,000).

- The Board approved an extension of the agreement between HEDPOA and Melendrez Design Partners for an additional \$7,500 in landscape consulting services. This is paid from the HCIP grant.
- In June, BID representatives testified at a special Public Works hearing relative to proposals to amend the current newsrack ordinance in the city. Further, a complete list of dilapidated newsracks was submitted to city inspectors.
- The Board approved a \$10,600 expenditure from HCIP funds to support a joint effort of the Chamber and the BID to work with a consultant to pursue grant funds for a way-finding project in the Hollywood Entertainment District area.
- The Streetscape Committee began planning to complete the HCIP grant. Approximately \$60,000 remains. In March, committee members walked the side and back-streets of the BID to pinpoint beautification and maintenance priorities for these areas "off Hollywood Boulevard." A "side and back-streets plan" was prepared, and a project management consultant hired to secure competitive bids to do the work. The goal is to commit the funds before the grant expires in September of this year.
- During this period, the Committee supervised developments relative to maintaining and establishing the Canary Island Date Palms planted at the intersection of Hollywood/Highland and Hollywood/Vine in September, 2002. An ongoing dispute with the contractor relative to change orders has yet to be resolved. Also, accumulating water in one well at Hollywood and Highland was ultimately alleviated when the decision was made to rip up the sidewalk and replace a deteriorated roof drain.

#### **IV Marketing Issues**

- Staff began working with WHERE magazine and Marketing Co-op participants to develop the 2002-2003 Hollywood Visitor's Guide/Map. This year, over 450,000 maps will be printed and it will be included in 165,000 issues of WHERE magazine distributed at over 150 hotels throughout the region.
- HEDPOA Board approved a \$25,000 contribution from BID marketing budget (payable in two installments in next two years) to support the creation of a Hollywood Visitor's Center by the LACVB. The contribution will ensure a co-branded identity, promotion of HED

attractions and businesses and inclusion in decisions and programs related to the Visitor's Center.

- HED and Chamber finished a project which provides tour guides with up-to-date and accurate information about Hollywood for use in guiding tourist trips through Hollywood.
- HED staff participated in supporting a Media Center at the Hollywood Chamber of Commerce during the Academy Awards week. Also, during this time, the HED website was updated to ensure current information would be available to the press covering the awards, and covering the Hollywood revitalization story.
- An updated press release about new clubs and restaurants in Hollywood was issued in March.
- The Board met with representatives from Ron Weisner Entertainment in May to learn of plans for a Halloween festival and entertainment for this coming Halloween. The Board authorized a letter in support of this proposal.
- In late June, the BID held a strategy lunch for key players at properties that are consistently interviewed by the press, in order to consolidate media contacts in the BID, and coordinate messages and key talking points.

#### **V Other**

- The HEDPOA participated in an ad hoc community committee to work on a street closure policy for Hollywood Boulevard, in the wake of the New Year's eve situation. In April, the group submitted a series of recommendations to Councilmember Eric Garcetti, which called for, among other things, the creation of an Advisory group to the council office to review street closure requests.
- With respect to the proposal to place the question of Hollywood secession on the November ballot, the Board conducted a survey of property owners during June. The results indicated that property owners were relatively unaware of/uninformed about the proposal and the consequences and wanted the BID to keep them informed of developments. No position has been taken by the Board at this time.
- A consultant was hired for \$2,400 to canvas information about potential grant opportunities (both private and government) for the HEDPOA to pursue in the future. Her preliminary report is due in August.